

## **ADOPTION OF DAIRY CATTLE PRODUCTION TECHNOLOGIES IN GONDAR TOWN, NORTH GONDAR ZONE, ETHIOPIA**

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### **ABSTRACT**

Breed improvement programs for dairy production in Ethiopia were started by importing pure temperate breed of cows during the Italian occupation and since then a number of governmental and non-governmental institutions has practiced crossbreeding using temperate breeds and indigenous breeds. In the study area, crossbreed animals, fodder technology production, use of AI services were introduced, training also offered to farmers to increase the knowledge in milk production, management, handling and processing. Even though such efforts have been made, the supply of milk for milk processing factory, for urban dwellers and for milk cooperatives is very low. This study, therefore, explored the dairy technology adoption decision behavior of smallholder farmers and the factors which affect the technology adoption in Gondar town of the Amhara Regional State. A multistage sampling procedure was used to identify peasant associations and then households. Study results revealed that 52% of sample farmers adopted Dairy technology during the study year. Results of the econometric (binary logit) model indicated that experience in dairy farming, education, frequency of contact with extension agent, and perception of technology were found to have positive and significant influence on adoption of Dairy cattle technology further signifying the importance of appropriate communication strategies in technology adoption. Generally, the result of this study indicates that adoption of Dairy technology is a result of an interplay of several factors, which should be given due attention in the generation and transfer of agricultural technologies including Dairy cattle production.

**KEY WORDS:** Adoption decision, dairy technology, milk cooperatives.

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